BUILDING A SUCCESSFUL
Shared Mobility Program

Insights from
Sustainable Transportation, Marketing & Communications
Texas A&M University Transportation Services
Scan to Join the Discussion

- Use underscores or dashes when entering multiple word answers
Why Shared Mobility?

- Abandoned bikes
- Pressure reliever for transit during peak times
- Shared devices can be used by multiple users several times a day
Why Shared Mobility?

We wanted to go from this to something better...
Why Shared Mobility?

Racks were overcrowded with abandoned bikes
Leaving less room and creating an eyesore
Our History with Sharing


• 100 Bikes
• A to A Parking
• Monthly Memberships
Our History with Sharing

Zagster (2017 - 2018)

- 75 Bikes
- Docking stations with app
- Monthly, annual, per-ride
Our History with Sharing

ofo (2018 - 2019)

- 3,500 Bikes
- Dockles with app
- Memberships or per-ride
Our History with Sharing

Veo (2019 - present)

• Now with 1,000 pedal bikes and 1,000 throttle e-bikes

• Originally 2,500 dockless then moved to lock-to

• Memberships and per-ride
Lessons Learned!

Dockless wasn’t going to work...
Lessons Learned!

More effective communication was going to be necessary.
Lessons Learned!

A New Path...

Listen and talk with all Stakeholders

• University Leadership: Department, Faculty, Staff, Students

• Municipality: City of College Station

• Users: Students, Faculty, Staff, Special Event Visitors

• Vendor

...all have unique requirements to be effective
Value is in the Numbers

1,796,873 rides total
Value is in the Numbers

2022 so far!
Scan to Join the Discussion

• Use underscores or dashes when entering multiple word answers
Activity
GATE ARM LOWERS AFTER EACH VEHICLE
Marketing & Communications
Challenges Prior to Launch
Think Multimodal

MOBILITY OPTIONS

From car share, rideshare and bike share to shuttles and buses, we have a service to take you where you need to be, whether that’s on campus, around town, or out of town.

Select where you’re headed below and find the mobility options to meet your needs!

- to and around campus
- around town
- out of town
SHARED MOBILITY

Sidestep the hassle of bicycle and vehicle ownership – and take advantage of our shared mobility options!

BIKE SHARE
Bike share offers all of the benefits of biking without the hassle of maintenance and storage. With bike share you can leave your bike at home and enjoy the ride!

RIDESHARE
Transportation Services presents our Rideshare Solutions Portal: a quick, secure way to find all your commuting options. Set up a profile and search for shared mobility options or post a shared ride of your own!

CAR SHARE
Zipcar lets you drive a variety of cars on demand, by the hour or the day, around campuses, cities and airports worldwide.

Great Pairings

Chardonnay + Brie
Full-bodied whites like Chardonnay compliment mild, smooth cheeses

Cabernet Sauvignon + Aged Gouda
Hard aged cheeses pair best with equally bold, ageable wines

Moscato + Pepper jack
Sweeter wines help mellow spicy, zesty cheeses

Transit + Bike share
Bike share helps ensure smooth, rich bus service
Signage

- Bike Share Parking
- Nearest private bike parking 75 yds

Images of signage for bike share parking and bike share station.
Engagement
Engagement
New Riders Everywhere

BIKE SAFETY

- Safety tips
- Preventing theft
- Contact University Police
- Programs and Resources

BICYCLE SAFETY TIPS

- Keep bike in good repair, checking tires, spokes, brakes, pedals and chains.
- Be sure bell or horn works properly.
- Be sure light is visible for 500ft and reflector for 300ft when riding at night.
- Obey all traffic signs and signals.
- Always give hand signals before turning.
- Yield to pedestrians at crossings or on sidewalks.
- Never race or play games on public streets.
- Wear a helmet for best protection.

More tips ➔ Avoiding cars ➔
Spreading Awareness of Resources
Spreading Awareness of Resources

Use Green Lanes to Turn Left

The green bike lanes provide a safer option to turn left than using the vehicle lanes to turn across the face of traffic. Yield to pedestrians and moving vehicles when riding through intersections.
Prepare for Noncompliance
Controlling the Narrative

OFF TO A GREAT START!
As a community, Texas A&M took more than 100,000 rides in support of sustainability using the ofo bike share program. While the overwhelming response throughout the community has been positive, we still have work to do to ensure the program’s success.

NOBODY LIKES A 2%ER
Current data shows that fewer than 2% of users are not using the system as intended. Improper usage and placement not only has a negative impact on our community, it can greatly impact a user’s ofo score. If a score drops too low, a user’s account will be closed.

Transportation Services | transport.tamu.edu/ofo | ALTERNATIVES

Veo Makes Adjustments
Veo introduces geo-fencing and locking mechanisms to increase safety and improve campus aesthetic

THE BATTALION | JANUARY 12, 2020

Texas A&M makes changes to VeoRide bike-share program
THE EAGLE | JANUARY 8, 2020

Transportation Services Announces Rule Changes For VeoRide Bikes
TEXAS A&M TODAY | JANUARY 7, 2020

New rules now in effect for VeoRide bike share at Texas A&M
KBTX | JANUARY 7, 2020
Controlling the Narrative

SUSTAINABILITY SUCCESS
(Bike share stats thru 10.01.22)

- 1,875,000+ total rides
- 2,000+ total bikes
- 1,400,000+ miles travelled

GOOD BULL
- use bike lanes, when possible
- place bikes in bike racks when finished
- park inside the geofence
- report issues to bikes@tamu.edu

BAD BULL
- impeding the paths of mobility or vision impaired or others by parking on sidewalks
- defacing campus and the community by placing bikes where they don’t belong
- riding bikes in dismount zones
- taking bikes into buildings
Lean on Partnerships

Texas A&M Transportation Institute

City of College Station
Home of Texas A&M University

City of Bryan
The Good Life, Texas Style

Texas A&M UNIVERSITY
Transportation Services
Lean on Partnerships
Recurring Campaigns

BICYCLE SAFETY TIPS

Keep bike in good repair, checking tires, spokes, brakes, pedals and chains.

Be sure bell or horn works properly.

Be sure light is visible for 500 ft and reflector for 300 ft when riding at night.

Obey all traffic signs and signals.

Always give hand signals before turning.

Yield to pedestrians at crossings or on sidewalks.

Never race or play games on public streets.

Wear a helmet for best protection.

More tips ➤ Avoiding cars ➤
Successes

aggiephotogs Walking, running, scootering, biking... whatever way gets you to the first day of class! #GigEm
Social Media